

SK8 2 - Cheadle North, Stockport

DEMOGRAPHIC INFORMATION

Leaflet Distribution Population Targeting

Knowing the population of an area could facilitate the planning of leaflet distribution campaign. Types of businesses who may have a vested interest in population data could be fast food restaurants, short terms loan company and or marketing companies.

Your leaflet distribution plans would not be limited to these business sectors, it however highlights the flexibility of your direct marketing venture opening doors to the use of population data for leaflet distribution and or flyer distribution campaigns.

Total number of People 6923

Males	3312
Females	3611
Aged 0 to 15	1271
Aged 16 to 74	5137
Age 75 and over	515

Profile

Marital status (all people aged 16 and over)

Single (never married)	2064
Married	2375
In a registered same-sex civil partnership	8
Separated	184
Divorced	594
Widowed	427

Composition (all households)

One person households	1146
Married couple households	935
Cohabiting couple households	355
Lone parent households: with dependent children	263
Lone parent households: with non-dependent children only	109
All other households	166

Leaflet Distribution Ethnicity and Religion Targeting

People in Cheadle North, Stockport are mostly and of the faith. To help you further with your door to door distribution campaign, here are some additional facts to consider as part of your leaflet distribution delivery campaign.

Ethnicity - Largest ethnic group(s)

White	6345
Black	70
Asian	285
Arab	17
Mixed	173
Other	33

Depending on the leaflet distribution campaign; faith can be an important factor when deciding which postcode sector to target. Below is a breakdown of the faith diaspora in SK8 2, Cheadle North, Stockport.

Religion (all people)

Christian	4498
Muslim	233
Jewish	18
Hindu	30
Sikh	12
Buddhist	17
Other religion	17
No religion	1701
Religion not stated	397

Leaflet Distribution Health Targeting

Knowing your target audiences health situation could make a difference to your leaflet distribution campaign. This could be particularly useful to gyms or health clubs who wish to locate and offer incentives to increase the prospects of a leaflet distribution delivery.

All people

Day-to-day activities limited a lot	676
Day-to-day activities limited a little	680
Day-to-day activities not limited	5567
Day-to-day activities limited a lot: Age 16 to 64	298
Day-to-day activities limited a little: Age 16 to 64	375
Day-to-day activities not limited: Age 16 to 64	3890
Very good health	3262
Good health	2270
Fair health	915
Bad health	380
Very bad health	96
Provides no unpaid care	6144
Provides 1 to 19 hours unpaid care a week	487
Provides 20 to 49 hours unpaid care a week	110
Provides 50 or more hours unpaid care a week	182

Leaflet Distribution Work Targeting

Knowing if the target audience in SK8 2 Cheadle North,Stockport are in work and can afford your product or service is key to any successful leaflet distribution and should be considered when conducting a leaflet distribution door drop campaign. Below are the statistics we hold on individuals within Cheadle North,Stockport relating to employment and work.

Economically active

Employee: Part-time	718
Employee: Full-time	2306
Self-employed with employees: Part-time	11
Self-employed with employees: Full-time	52
Self-employed without employees: Part-time	104
Self-employed without employees: Full-time	242
Unemployed	197
Full-time student	169

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	793
Level 2 qualifications	897
Apprenticeship	259
Level 3 qualifications	743
Level 4 qualifications and above	1480
No qualifications	1251
Other qualifications	229



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